



EUSDR Brandbook

August 2023

Visual identity

The EU Strategy for the Danube Region's identity is not just a logo. The EUSDR Brand Book contains a system of instructions, rules and recommendations for the application and development of the fundamental visual elements of the Strategy: visual signature (logo + logotype + slogan), supported colours, fonts, visual attitude and tone. The aim of this system is to ensure consistency, stability and harmonious development over time of the EUSDR image.

In order to impose and obtain a unitary effect, coherently and on all media, the EUSDR image must be kept unaltered, as much as possible, on all communication materials, whether external or internal.

This manual is created to serve as the only reference material for the purpose of ensuring the visual identity of the brand. The following pages guide you through the core elements.

Rules

The rules described within this manual will ensure coherence with the EUSDR corporate identity, while assisting in the production of branded materials.

The rules will be applied regardless of the situation in which the brand image is used. The elements, design rules and restrictions specified in this manual must be observed. The logo or other brand elements must not be changed and must appear whenever EUSDR is presented in different channels (print, TV, outdoor, online, events etc.).

The understanding and permanent application of these rules are essential for achieving the objectives targeted in the brand awareness process:

- I. creating and maintaining a unified and effective visual identity;
- II. obtaining a wide recognition of the brand image among the public;
- III. increased credibility among external partners.

General Logo

The logo is the primary visual representation of the brand and must be present on all communication materials, both corporate and product materials.

It is not allowed to reconstruct, alter or distort the logo in any way.

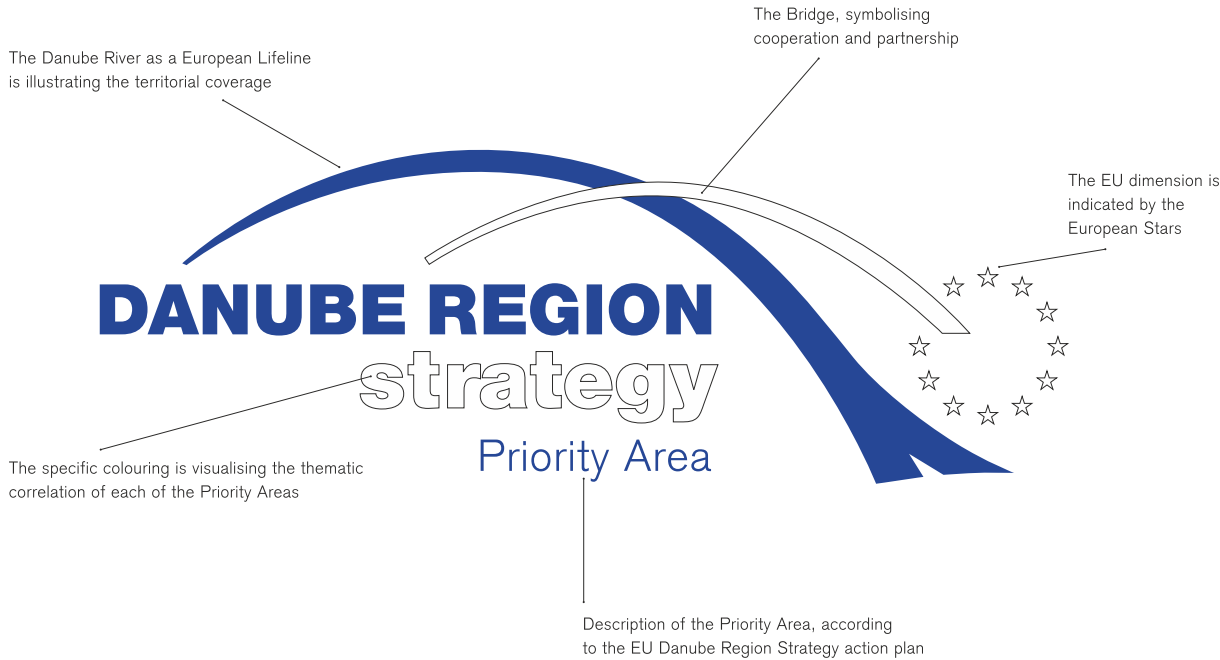


General Logo

The positioning of the slogan in relation to the logo must respect the spacing and alignment below.



Symbol



Logo Priority Area / exemplification

Colours

Colours are vital for a strong and memorable identity. That is why the accurate reproduction of the specific colours of the brand must be ensured and the use of other colours or combinations than those specified in this manual must be avoided.



Main colour

CMYK	100 80 0 0
RGB	14 65 148
HEX	#0e4194
PANTONE	661 C

Segmentation colours

Light blue	4C colour = 70 C / 10 M Spot colour = Pantone 298 C Web colour = # 23b0e6
Yellow green	4C colour = 50 C / 80 Y Spot colour = Pantone 376 C Web colour = # 94c456
Strawberry red	4C colour = 100 M / 30 Y Spot colour = Pantone 191 C Web colour = # d60664
Pure orange	4C colour = 55 M / 100 Y Spot colour = Pantone 138 C Web colour = # f28800
Lemon yellow	4C colour = 10 C / 10 M / 100 Y / 10 K Spot colour = Pantone 612 C Web colour = # dcc601
Traffic purple	4C colour = 35 C / 90 M Spot colour = Pantone 246 C Web colour = # b0348d

Priorities logo / light blue



Priorities logo / yellow green



Priorities logo / strawberry red



Priorities logo / pure orange



Danube Youth Council / traffic purple



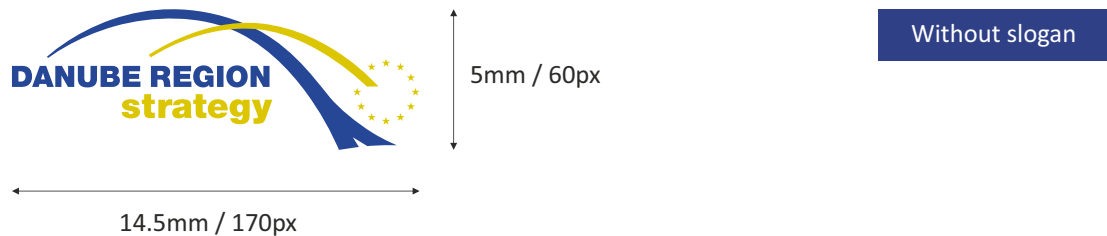
Safety distance

The safety space represents the minimum distance that must be respected between the logo and other graphic elements or text.



Minimum dimensions

It represents the minimum size accepted in order not to alter the visibility of the logo, both on printed materials and online.



Usage on dark background

DO!



DON'T!



Usage on photos

When the logo is used on photos, it is essential to ensure visibility and contrast, regardless of which form is preferred.

DO!



DON'T!



Font

To maintain unity in brand communication, it is recommended to use the "Calibri" font family. It will be used both online and offline.

Calibri Regular

AĂÂBCDEFGHIÎJKLMNOPRSŞTŢUVWXYZ
aăâbcdefghiîjklmnoprsşţuvwxyz
0123456789

Calibri Italic

AĂÂBCDEFGHIÎJKLMNOPRSŞTŢUVWXYZ
aăâbcdefghiîjklmnoprsşţuvwxyz
0123456789

Calibri Bold

AĂÂBCDEFGHIÎJKLMNOPRSŞTŢUVWXYZ
aăâbcdefghiîjklmnoprsşţuvwxyz
0123456789

Calibri Bold Italic

AĂÂBCDEFGHIÎJKLMNOPRSŞTŢUVWXYZ
aăâbcdefghiîjklmnoprsşţuvwxyz
0123456789

Templates & examples



Bags



Mugs



Lanyard



USB flashdrives



Pen



Presentation folder



Notebook

Interreg Funds: 5 402 509,58 EUR

Danube Strategy Point

A Secretariat for the Danube Region



Interreg Programme
Danube Region



danube-region.eu

- facebook.com/DanubeRegionStrategy
- linkedin.com/in/eusdr
- instagram.com/danube_strategy
- twitter.com/EUSDR

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Danube Strategy Flagships Logo

According to the Guidance Paper for identifying and listing Danube Strategy Flagships, a project or activity of strategic relevance that satisfies all of the following requirements may be given the designation of a Danube Strategy Flagship:

- >> Relationship to the EUSDR: links to or supports one or more of the priorities and actions listed in the EUSDR Action Plan for the relevant Priority Area.
- >> Macro-regional dimension: Involves a minimum of two EUSDR participants and has a significant macro-regional influence (effect) in a minimum of two Danube Region participants.
- >> The creation, consultation, and/or implementation process involves a variety of players and/or levels (supranational, national, regional, and local), including research institutes, civil society, and policy makers and implementers.

A Danube Strategy Flagship may be, e.g., a project (single or interlinked/ continuous), a process, a network of relevant actors, a platform for exchange or a mix of them. A Danube Strategy Flagship may be in preparatory, implementation/ ongoing or finalised stage. The utilisation of current financing sources is required for the execution of a Danube Strategy Flagship

Up to three Danube Strategy Flagships may be selected for each EUSDR Priority Area per year and promoted via EUSDR website, social media, publications and/or other communication tools for enhanced visibility. Danube Strategy Flagships strengthen internal and external communication of the Strategy and the visibility of the topics, initiatives and prospects in the Danube Region. They illustrate the progress achieved in implementing the EUSDR and demonstrate exemplarily significant improvement in the Region that is induced by cooperation.



Logo Rights of Use

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>> The use should not be linked to commercial purposes; anyone intending to reproduce the logo as part of his/her activities is authorised to do so on condition that such exploitation is free and does not give rise to any value added for which the citizens of Europe may be charged.

>> The user undertakes to respect the visual representation of the logo. No modification is authorised other than these expressly authorised by the DSP, upon request.

>> It is understood that the user shall not acquire and shall not claim any title to the logo which is the subject of this authorisation.

>> The user shall not register or seek to register any trademark or name which contains the logo or which is so similar to the logo as to be likely to cause deception or confusion.

>> Users are not authorised to use the logo in any commercial context which would lead the public to believe that the user or the author benefits from the authorisation of the DSP, the European Commission or any other institution.

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The DSP shall not be liable to third parties for claims which are based on the user's use of the logo and result from acts and omissions of the user.

The DSP may, at its own discretion and when it deems appropriate, take any action and procedures necessary against any user who breaches these rules.

The DSP may require the users to terminate the use of this logo immediately without notice if, in its sole judgment, the user has breached any terms or conditions of these rules. Upon termination, the user must destroy all materials related to the authorisation.

Find out more> <https://danube-region.eu/communication-tools/eusdr-comm-strategy-visual-identity/>